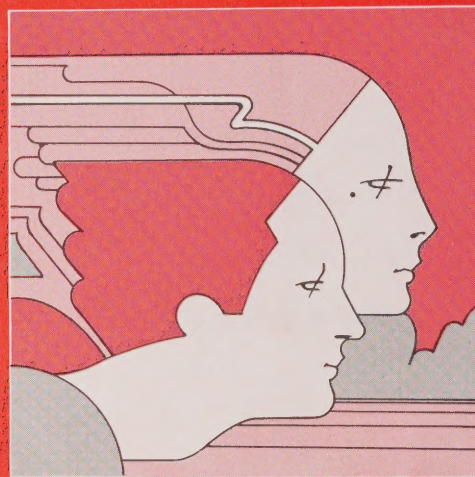


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THE EDGE



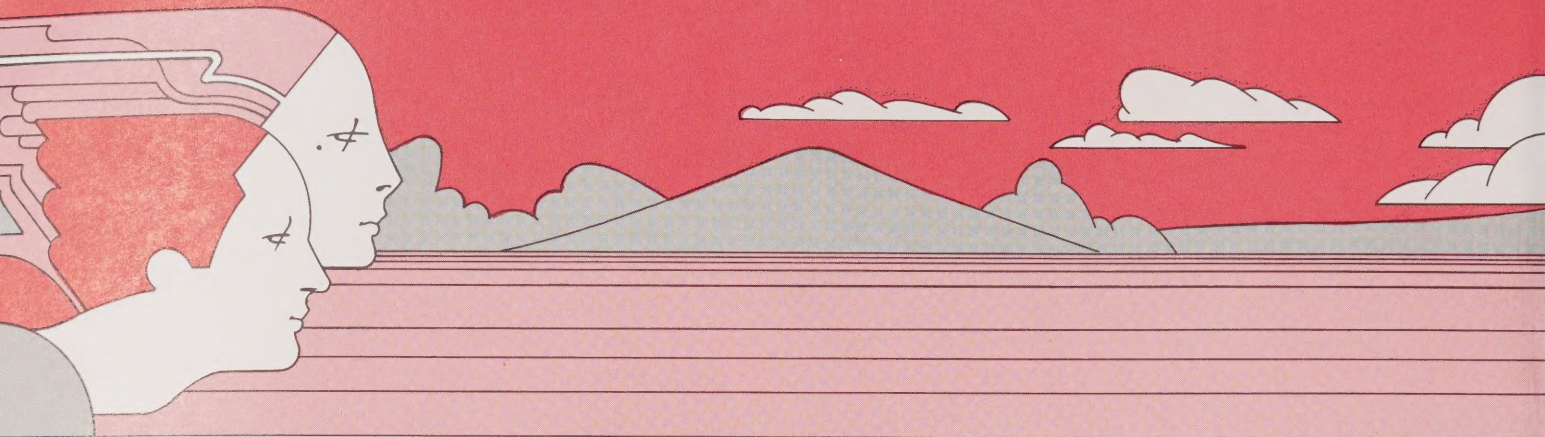
on finding
a job
or creating
your own
and making
the most
of it

NOTES

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Cette publication est également offerte en français sous le titre suivant : *Un atout supplémentaire. Comment décrocher un emploi ou créer son propre emploi et en tirer le meilleur parti.*



INTRODUCTION

If you're a young person looking for employment, you have a demanding job ahead of you. That's why the Ontario Training and Adjustment Board has prepared this handbook. Its purpose is to prepare you for the highly competitive task of finding work in today's market.

Read it carefully and learn how to increase your chances of finding a job. Use it properly and find out how to get one of the better jobs available. Read the section on creating your own job, because you shouldn't overlook the idea of turning your talents into a profitable, small enterprise.

Follow the models when writing your résumé and application letters. Keep our suggestions in mind when you present yourself at personal interviews. And use the checklists to make sure you're doing everything you can to get the best possible job for yourself.

Most important, always maintain a positive attitude, no matter how many times you might hear, "Sorry, we can't use you." For although you may not yet have the experience and skills to land the high-paying, prestigious jobs, you do have some unique advantages in your favour.

Always remember that you are enthusiastic, energetic and eager to get a start. Let prospective employers know it, and you will have the most important edge of all.

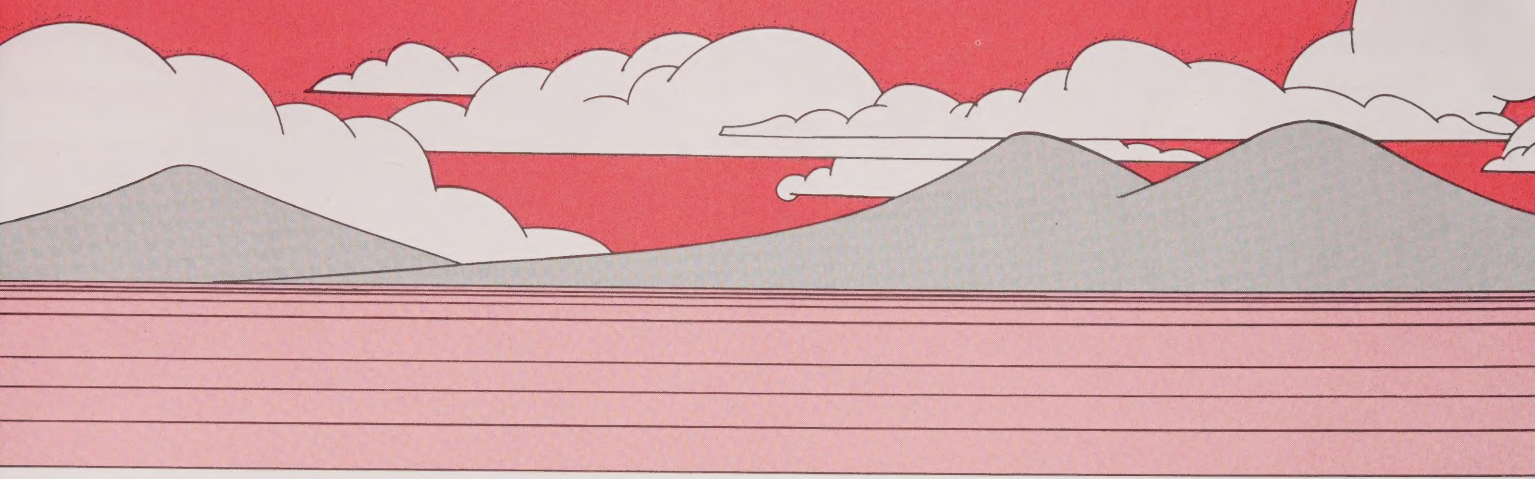
WE CAN HELP

The Ontario government works closely with both the federal and municipal governments to improve job prospects for young people. Some of the programs we are responsible for are:

FUTURES PROGRAM: Offers unemployed young people a chance to gain work experience. It also offers educational upgrading and on-the-job training through job placements in the private and public sectors.

APPRENTICESHIP: Learning skills on the job and at local colleges of applied arts and technology to prepare for a career as a skilled worker with provincial certification.

SUMMER EXPERIENCE PROGRAM: Offering summer jobs in government ministries and community organizations.



STUDENT VENTURE PROGRAM:
Offers interest-free loans up to \$3000 to students 15 to 29 years of age, to assist in the development of summer enterprises.

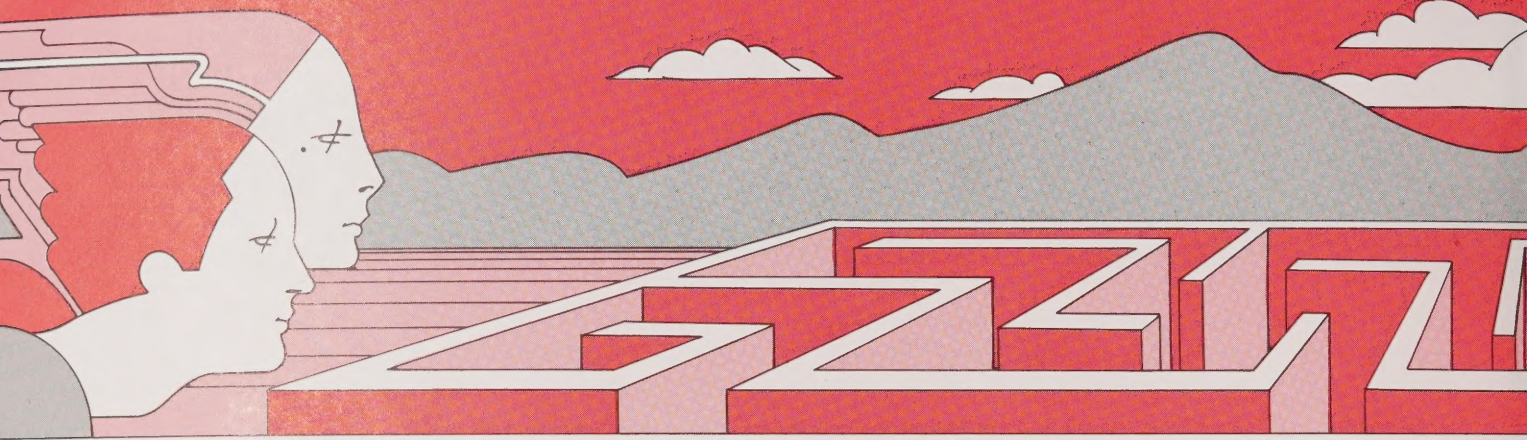
YOUTH VENTURE PROGRAM:
Offers interest-free loans up to \$7500 to **eligible** young people 18-29 who are out of school or part-time students and who wish to operate a year-round business.

ENVIRONMENTAL YOUTH CORPS:
Offers both summer and year-round employment in a variety of environmentally focused jobs.

OTAB Hotline: Provides information and counselling about the various provincial employment programs of assistance to young people and to employers who wish to hire youth. The toll-free number is 1-800-387-5656.

YOUTH EMPLOYMENT COUNSELLING CENTRES: They provide counselling, placement assistance and follow-up contacts for young people who need employment.

Call the OTAB Hotline for more information about these programs.



FINDING A JOB

MAKING UP YOUR MIND

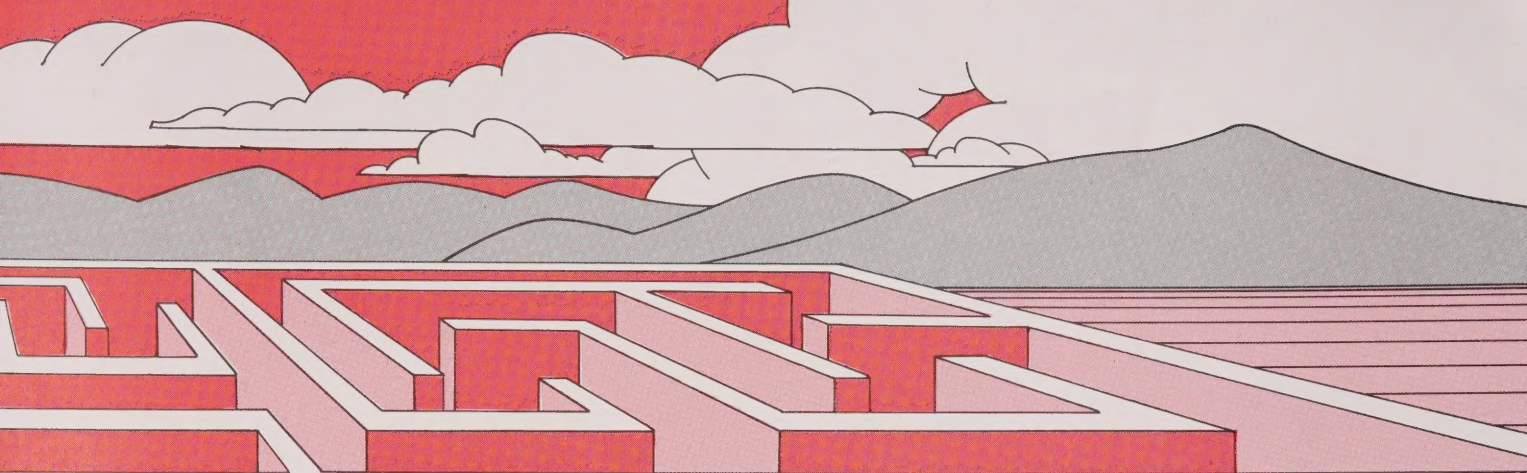
No matter what your motives are for wanting to work, the first step toward finding a job is to take a long, hard look at yourself and the job market. Be as honest and objective as you can, and take the time to explore these questions:

- ☐ Why do I want to work?
- ☐ What are my immediate and long term goals?
- ☐ What are my talents and skills?
- ☐ Do I have any shortcomings?
- ☐ What kind of jobs and how much money can I reasonably expect to be offered in my local market?
- ☐ Should I move to another area to improve my prospects?
- ☐ How many different kinds of jobs could I possibly do that I would find rewarding?

Once you've asked yourself these questions, ask yourself again. Put your answers in writing—it may help you to articulate your feelings and give you a more objective view of yourself. Be absolutely sure about what you want and why.

If you have answered these questions in an honest and confident way, you will know what kind of job and salary to pursue. You will also have a head start on your personal interviews, because these questions will certainly be asked by people in a position to hire you.

After you've taken stock of both yourself and the employment market, the next step is to prepare yourself for the demanding and time-consuming task of looking for a job. In many cases, it takes weeks, even months to get an offer. So while you are reading want ads, sending letters and going to interviews, keep in mind that if someone cannot give you a job, it does not necessarily reflect a personal shortcoming.



Don't take rejection to heart. Instead, believe in yourself. Keep your spirits high. Be persistent. Write letters and ask for interviews even when you suspect your chances are slim. Although there may be no immediate opening, people will remember your perseverance and positive attitude when a job does become available. At the very least, you will have the satisfaction of knowing you are doing everything possible for yourself.

If you continually project a positive and enthusiastic attitude, you will be dramatically improving your chances of getting a job. Don't forget that when there are many applicants with essentially the same skills and qualifications, it could very well be your attitude that gives you the decisive edge over the others.

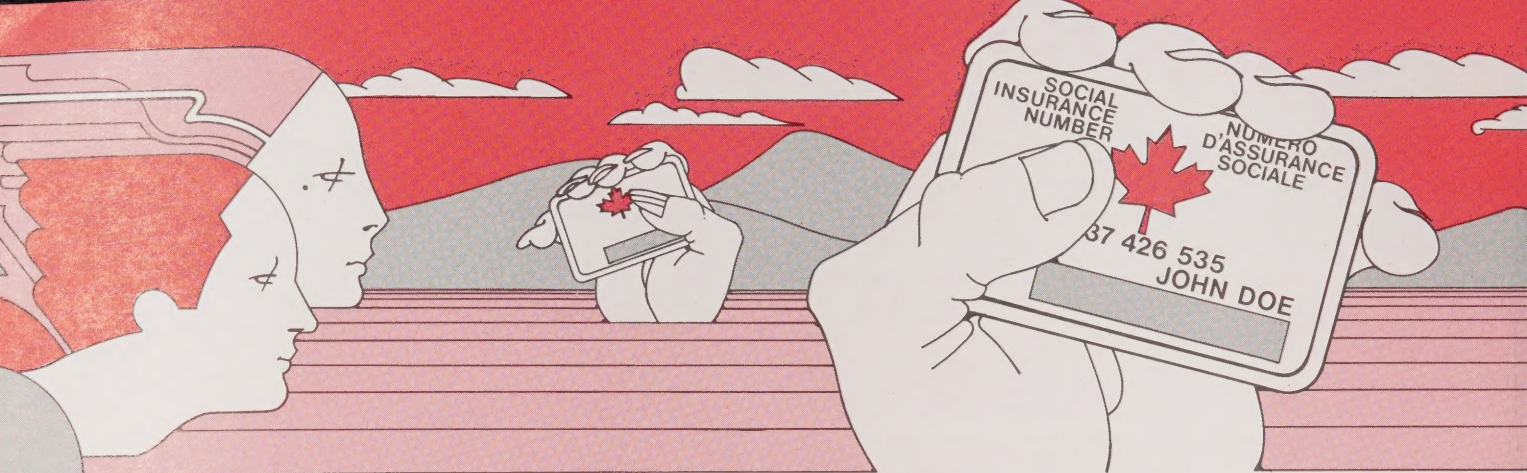
Now, what should you do if you are offered a job that is not related to your career goals? Consider it carefully! It could be the only offer you will get.

Remember, that in at least two ways, all jobs are related, and any job can work for you if you want it to.

Every job will not only put money in your pocket, but will give you one of the most valuable commodities in the job market: experience.

When you look for a job again, it will be to your advantage to show that you have held a responsible position at least once before. This could be the deciding factor that finally gets you the job that you think is ideal for you.

Before you embark on your job search, decide at the outset to be determined, optimistic and flexible. Be firm in your commitment to do everything possible to get what you want, rather than sitting around hoping for some lucky accident to happen.



GETTING ORGANIZED

SOCIAL INSURANCE CARD

If you don't already have one, visit your local Canada Employment Centre and fill out an application form.

Bring your birth certificate. If you were born in Quebec, a baptismal certificate is acceptable. If you were born in Newfoundland, either a baptismal or dedication certificate will do.

You will need a second piece of identification. A driver's licence, school report card, library or club membership card, or any similar identification with your name on it can be used.

If you were born outside of Canada, you will need your Canadian Citizenship Card, Immigration 1000 form or Passport with your Landed Immigrant stamp.

After filling out an application form, you should receive your card by mail in about four weeks. Apply for your card as soon as possible. You should have it when you go to interviews.

If you have any questions, phone your local Canada Employment Centre.

RÉSUMÉ

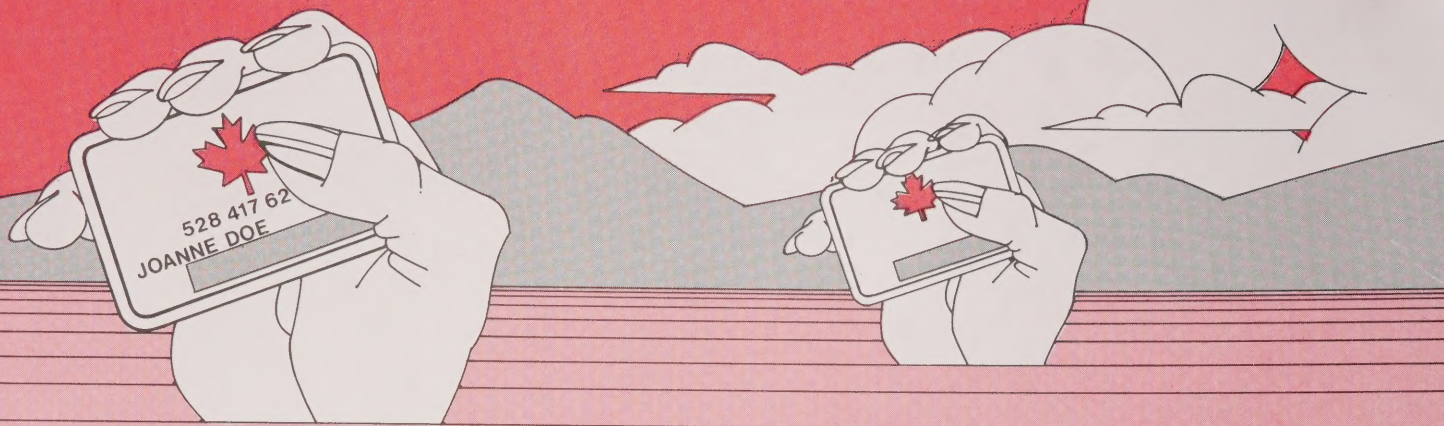
Your résumé gives an employer a good indication of how well you might fit into the organization.

Send a résumé with every job application letter you write, and bring one to every personal interview.

When writing your résumé, keep it short and factual. Emphasize your strong points and accomplishments. Forget that you have any shortcomings. Include the following facts:

NAME, ADDRESS, PHONE NUMBER.

EDUCATION: List all the schools you have attended beginning with the most recent and give the dates when you finished. Mention your grades if they are above average. List any scholarships or awards you have won. Also list any sports, teams, clubs or other school activities in which you have participated. The desire to become involved in extracurricular activities and the ability to function as a member of a team can sometimes be a more valuable asset than the ability to achieve high grades.



WORK EXPERIENCE: List all the jobs you have held, starting with the most recent. Give the dates. Outline the nature of your responsibilities. If you received a raise or promotion, mention it.

If you have never held a job before, list any work you have done for other people, including volunteer work, no matter how insignificant it may seem to you.

INTERESTS: List any clubs or organizations you belong to. Mention your hobbies and spare time activities. An employer can gain an insight into a person's character based on his or her interests and pastimes.

GOALS: If you have any career or long-range goals, state them. Even if an employer cannot give you a job that is directly related, at least you have demonstrated that you are ambitious and determined.

REFERENCES: Give three. Teachers and former employers are best. Never give relatives as references, no matter who they are. Always ask permission to use people as references before you compose your résumé.

Discuss the type of job you are applying for and what the necessary qualifications are with your references.

The following résumés are meant only as samples. There are other ways to set up a résumé, and you can find other samples at the library. When you write your own, begin with your most important achievements, whether they are academic or work-related.



RÉSUMÉ SAMPLES

John R. Grant
23 Markham Street
Toronto, Ontario M4R 2Z1
Home Telephone: 900-0000

WORK EXPERIENCE

June – September, 1992

Baker's Department Store, 10 Dawson Road, Toronto, Ontario M4T 6X7
Position: Sales Clerk in Housewares Department. Responsibilities included taking inventory, ordering stock and assisting with staffing.

June – September, 1991

CN Tower, 301 Front Street West, Toronto, Ontario M6N 1Y4
Position: Tour Guide, with duties in Souvenir Sales and co-ordination of Special Convention and Group Tours.

December 1988 – December 1990

Linda's Book Shop, 36 Trevor Street, Brampton, Ontario L5K 3H1
Position: Sales Clerk, working fourteen hours per week during school year and full-time during summer. Responsibilities included assisting in taking inventory.

EDUCATION

1992 – Present Caldwell Polytechnical Institute. Pursuing 3-year B.A. in Journalism. Completed first year. Average Grade: B+. Editor of the Caldwell Polytechnical "Herald" newspaper.

CERTIFICATES AND ACHIEVEMENTS

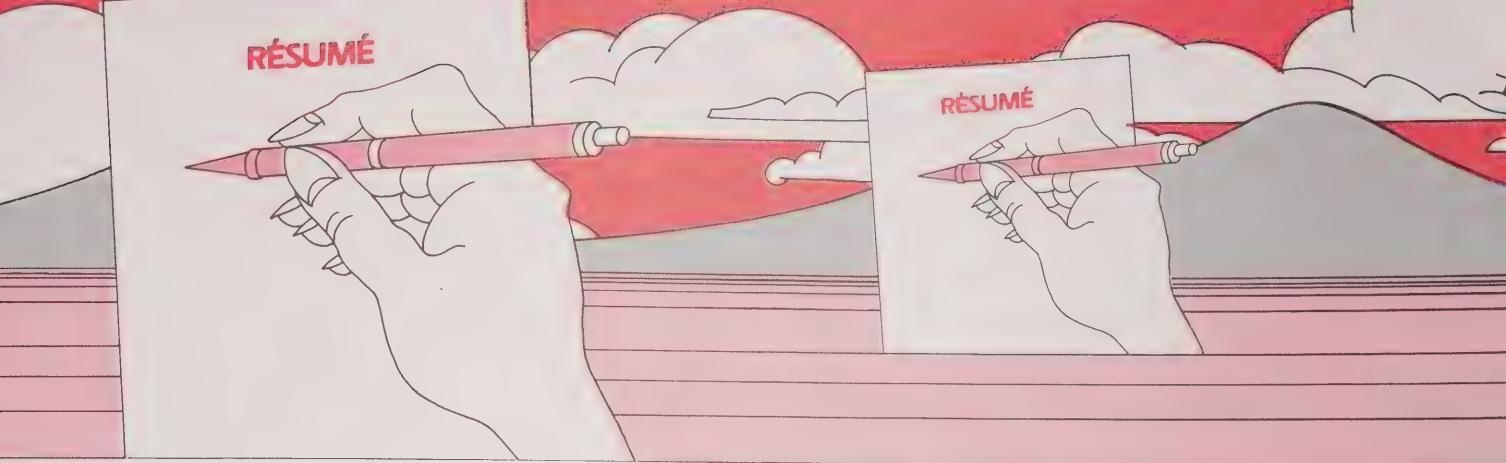
Winner of Homer Mallow Award for highest standing, Grade 13 History. St. John's Ambulance Certificate. Red Cross Life Saving Awards.

REFERENCES

Professor Andrew White, Caldwell Polytechnical Institute,
Toronto, Ontario M9C 2K5. Telephone: 500-0000.

Mrs. Marion Grey, Manager, Appliance Department, Baker's Department Store,
10 Dawson Road, Toronto, Ontario M4T 6X7. Telephone: 600-0000.

Ms. Linda Tower, Proprietor, Linda's Book Shop,
36 Trevor Street, Brampton, Ontario L5K 3H1. Telephone: 300-0000.



PERSONAL

Chantal Marie Martin
123 Main Street, Timmins, Ontario P6B 1A1
Telephone: (705) 800-0000

LANGUAGES SPOKEN: English and French

LANGUAGES WRITTEN: English and limited French

DRIVER'S LICENCE: Yes

VOCATIONAL OBJECTIVE

To be employed in the data processing industry culminating with a career in micro-computer programming or software development. Willing to relocate anywhere in Canada.

EDUCATION

1989-93 Sir John A. Macdonald Secondary School.
Completed 4-year Business and Commercial Program.
Average Grade: B.

EMPLOYMENT

July and August, 1990-92 Counsellor, All Canada Sports Camp, Box 904, Sturgeon Falls, Ontario P0H 2G0
Responsibilities included coaching, training and general supervision of girls 10-14.
Asked to return as Senior Counsellor.

INTERESTS AND ACHIEVEMENTS

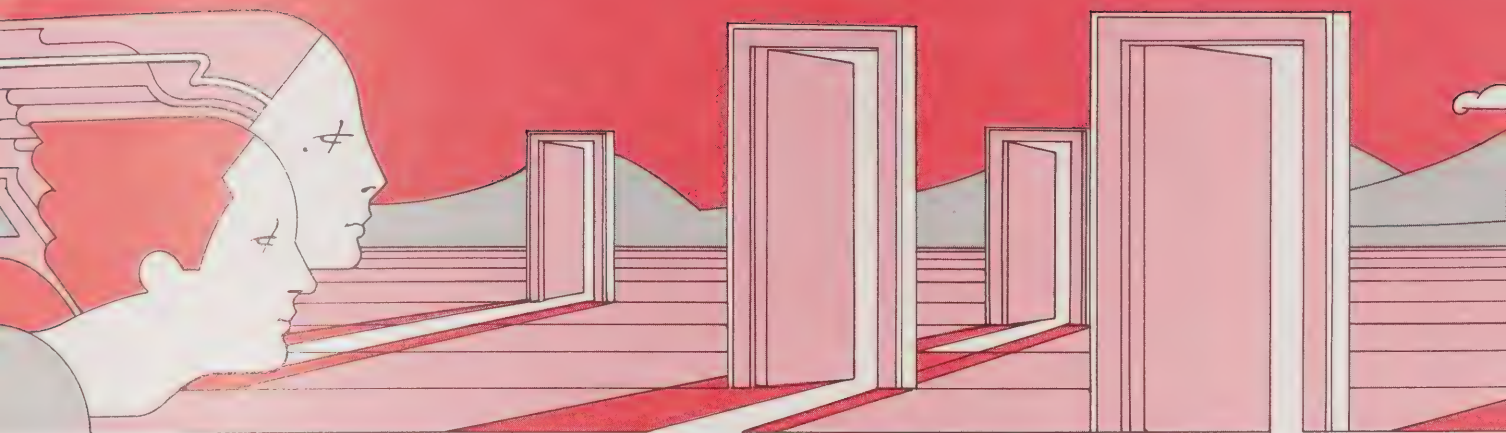
Received Olivia Canada Trophy for Achievement in electronic equipment skills.
Member of basketball, volleyball, and gymnastics teams.
Athlete of the year, 1989-90.
President, Girls Athletic Committee.
Sports, photography.

REFERENCES

Mr. J. Allen Johnson, Teacher, Computer Skills, Sir John A. Macdonald Secondary School, 42 Havestock Heights, Timmins, Ontario P4N 2A2.

Mrs. Marta Czonkawicz, Head, Department of Physical Education, Sir John A. Macdonald Secondary School.

Ms. Suzanne Demers, Director, All Canada Sports Camp, Box 904, Sturgeon Falls, Ontario P0H 2G0.



LOOKING AROUND

Now it's time to find out what jobs are available, and to let people know that you're in the market.

USE YOUR CONNECTIONS:

Don't be shy about approaching friends and relatives who are working. Tell them what kind of job you're looking for, and ask them to let you know of any openings. Ask them to check with their own friends and fellow workers.

They may know of jobs that have not been advertised yet. Ask permission to mention their names when you follow their leads.

VISIT EMPLOYMENT AGENCIES:

Canada Employment Centres, college and university placement offices and private employment agencies all specialize in matching people with jobs. Use them. Keep in mind however, that going to an employment office is the same as going to an interview. Follow the suggestions in the upcoming section, "Winning at Interviews".

CALL PREVIOUS EMPLOYERS:

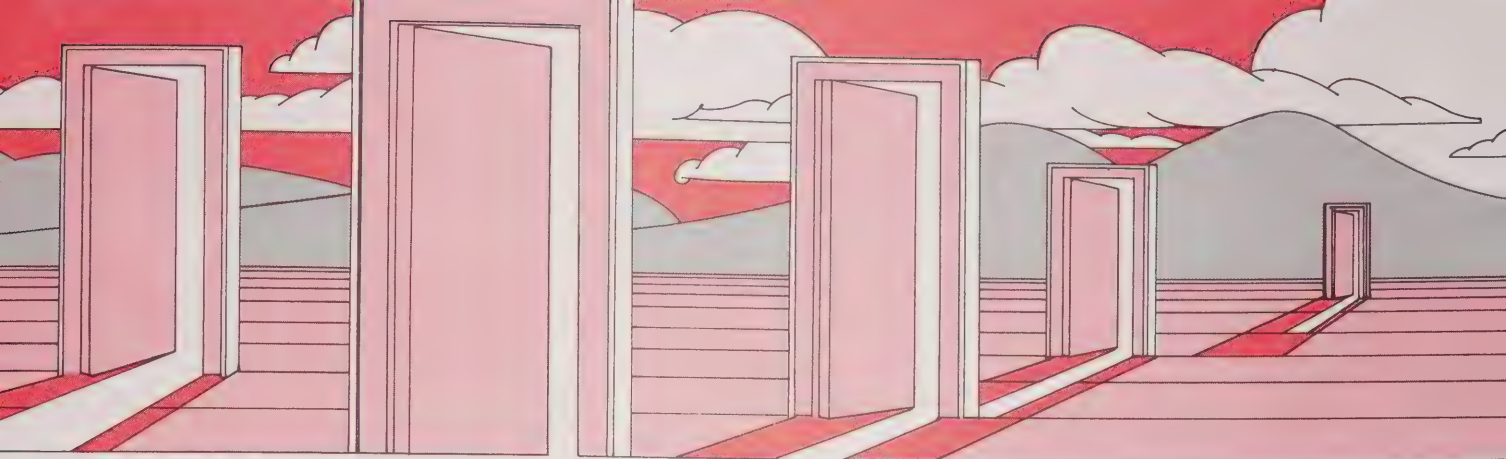
Remind them who you are and when you worked for them. Ask if there are

any openings. If there are none, ask for suggestions about who else you might phone for an interview. Ask permission to use your former employer as a reference.

TALK TO YOUR GUIDANCE OR PLACEMENT COUNSELLOR: They should be able to tell you about jobs that are available. You might also get some pointers on the best way to apply for them.

READ THE PAPERS: Make sure you read the want ads everyday, including the "Seasonal Help Wanted" column. Don't forget to check local weekly papers. Don't be put off by descriptions that ask for experienced help. If you think you can do the job, go after it. Show that your enthusiasm can be more important than your lack of experience.

POUND THE PAVEMENT: One of the best methods of looking for a job is to get out and make personal contact with employers. It's a chance for you to make an impression not possible by simply sending a letter. A personal visit is a demonstration of your initiative and sincere desire to work. It also gives you the opportunity to ask for other leads. Invest the time. This method gets results.



APPLICATION LETTER

If you hear of a job that's open, or read about one in the want ads, the best course of action is to phone immediately for an interview. However, if you must respond in writing to an ad, send your résumé along with an application letter.

An application letter serves as your introduction to an employer. First impressions count so don't send a sloppy letter to speak on your behalf.

Type the letter neatly, or have someone else do it for you. Keep it short and follow the standard business letter format. Mention the ad you are replying to. List at least two qualifications you think would make you suitable for the position. Include your phone number and invite the reader to contact you for an interview.

If you're writing a more general letter to a company that has not advertised for help, follow the same format and state the kind of job you're looking for. Again, mention at least two qualifications that would be valuable to that particular firm.

Try to address your letter to a specific person. Phone to find out who is in a position to hire you. Ask for the proper spelling of that person's name and title.

Although you can photocopy your résumé, your application letters must be typed separately. Don't be tempted to save time by writing them by hand. You'll only be tempting other people to file them in the garbage because they are illegible.

The sample application letters are meant only as a guide. Don't copy them.



APPLICATION LETTER SAMPLES

Ms. Helen Brown
Supervisor
Acme Paper Box Company
500 Rossland Road
Oshawa, Ontario
L1G 2W2

John R. Grant
23 Markham St.
Toronto, Ontario
M4R 2Z1
(416) 900-0000

March 15, 1993

Dear Ms. Brown:

I would like to apply for the position of assistant copy editor advertised in the March 13 edition of the Oshawa Times.

I am a first-year student in journalism at Caldwell Polytechnical Institute and I am interested in working full-time from May 1 to September 1.

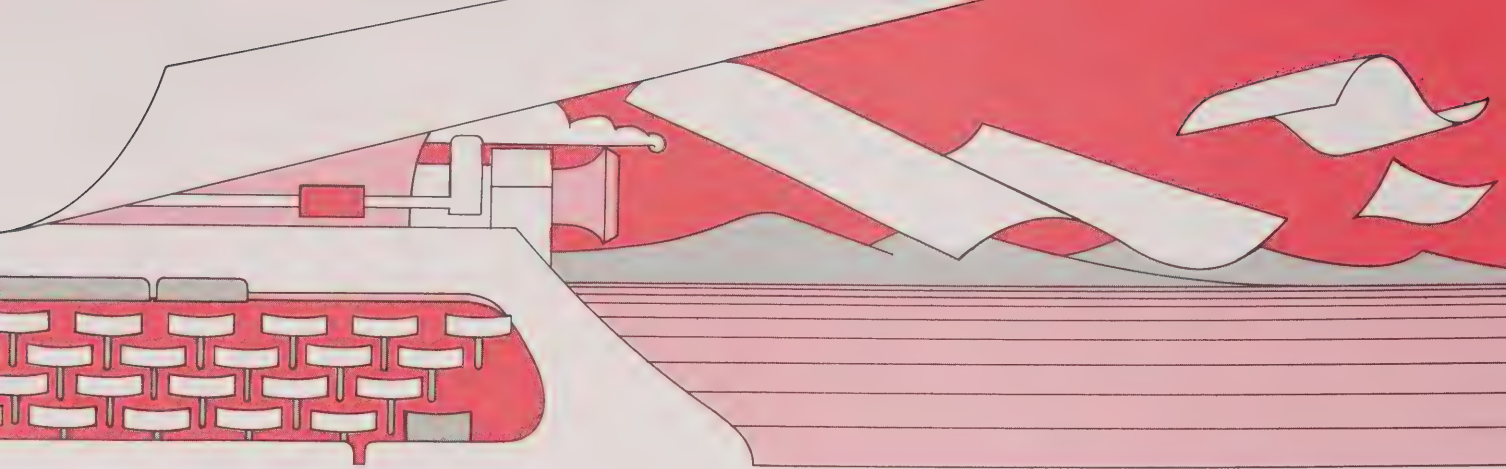
As well as part-time jobs held during the school year, I was editor of the Caldwell Polytechnical "Herald" newspaper. I believe that my willingness to work hard and the experience I have gained would prove to be valuable assets to your company.

My résumé is enclosed. Please phone at your convenience to arrange an interview.

I will be looking forward to your reply.

Sincerely,

John R. Grant



July 2, 1993

Mr. Edward Taylor
Manager, Human Resources
Softalk EDP Ltd.
1234 Don Mills Road
Don Mills, Ontario M1M 1M1

123 Main St.
Timmins, Ontario
P6B 1A1
(705) 800-0000

Dear Sir:

I have recently completed high school and am seeking a position in the data processing field.

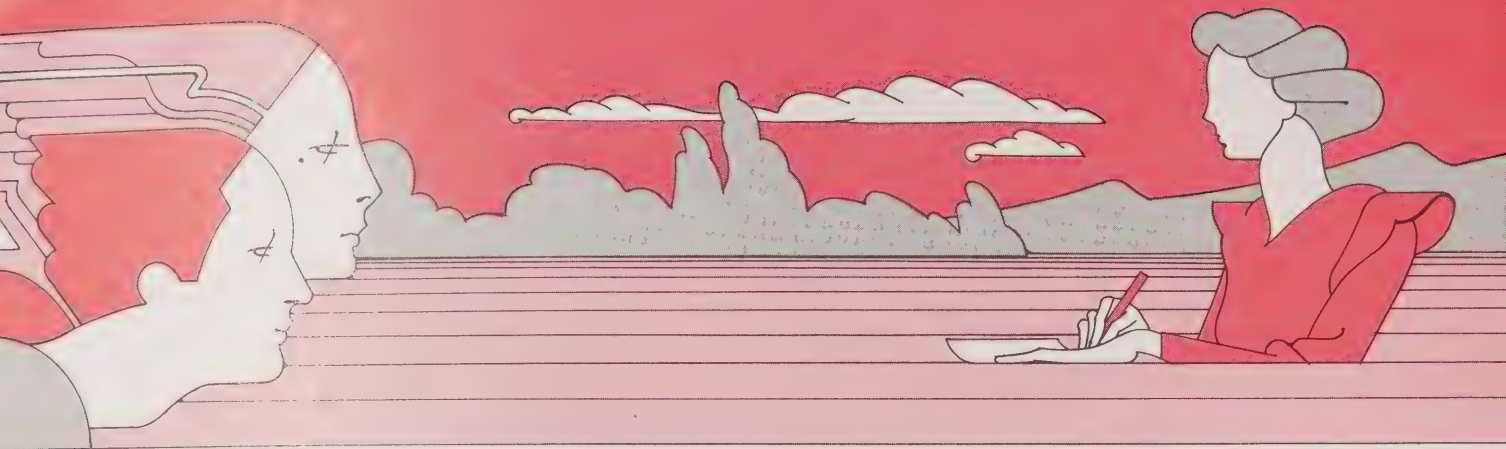
In 1993, I achieved the highest grade point average of my graduating class in computer skills. Last year, I was presented with the Olivia Canada Award for achievement in electronics equipment skills.

Mr. Jean-Guy Potvin of your Timmins office suggested that I let you know about my availability. I am willing to relocate to Toronto or anywhere else in Canada.

My résumé is enclosed. I will be in Toronto from September 8 to September 12. Please telephone me at 800-0000 if it would be possible to arrange an interview during that period.

Sincerely,

Chantal Martin
Chantal Martin



WINNING AT INTERVIEWS

This is your chance to shine. You can make up for your lack of experience and skills by presenting yourself in a way that shows how valuable you can be.

Look your best. Employers sometimes make up their minds in the first ten seconds whether they will hire you. Be neat, clean and conservative. Don't wear any clothing, make-up, cologne or hair style that will distract the interviewer from what you are saying. Don't diminish yourself by appearing too casual. If you show up at a business office in jeans, it's a signal that says, "I didn't think you were important enough for me to change my clothes". Remember, your clothes say as much about you as your résumé.

Be prompt. Find out beforehand where you have to go, how much time it takes to get there, and how much money you will need to get there and back.

Try to find out something about the organization before you arrive. You will make a better impression if you talk intelligently and ask informed questions. Your library may have information about larger companies. Use your connections to learn about smaller ones.

When you get to your destination, be polite to everyone you meet. A receptionist's impression of you could be the deciding factor in whether you're hired.

When you meet the person who will be interviewing you, address him or her by name. Say, "Thank you for seeing me (interviewer's name)," and extend a firm handshake. Maintain eye contact throughout the interview. It's a sign that you are sincere and interested.

Be prepared for the question, "Tell me about yourself." It's just one way of phrasing, "Why should I hire you?" Have your résumé handy and refer to it often. Impress upon the interviewer that you are eager, enthusiastic and have many attributes that would benefit the organization.

When the interview is over, thank the person once again for taking the time to see you and shake hands. Chances are, you will not be offered a job on the spot, so it's important to leave a good impression. It could mean being hired at a later date when a job is open.



It's also to your advantage to send a thank-you note. It not only shows your interest and enthusiasm but reminds the recipient about you a couple of days after the interview.

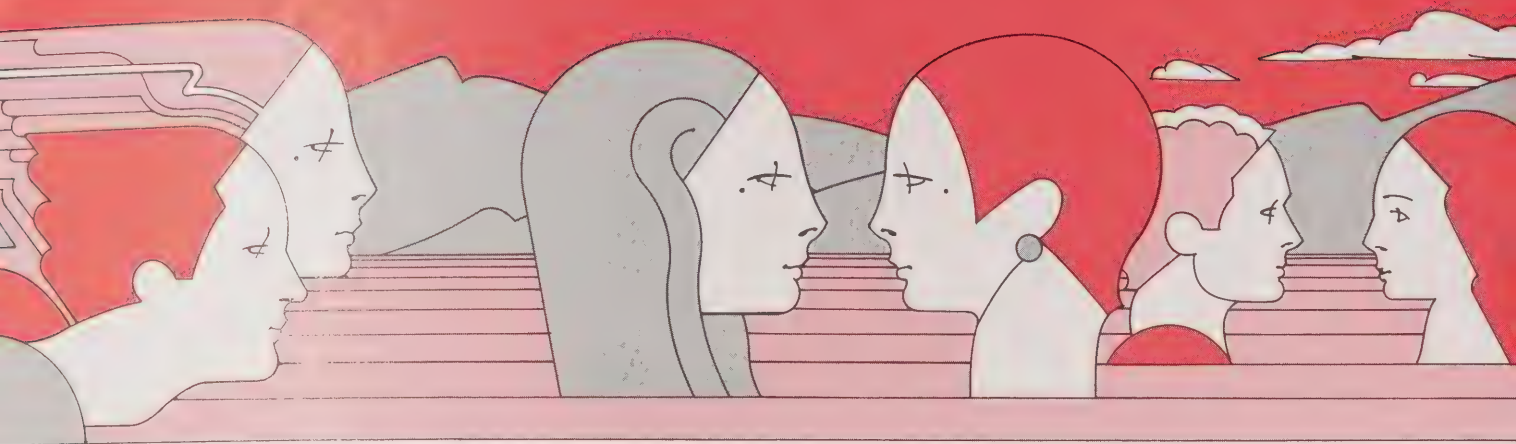
A thank-you note should be brief and can be handwritten. Thank the interviewer once again for the opportunity to apply for a job. Summarize your qualifications. Close by saying you hope to hear from him or her very soon. Mail the note immediately.

Keep a journal and make notes about every interview. You should also keep a record of the application letters you send and their dates. This will be useful information to refer to when checking where you've been, who you've seen and who you should contact again.

CHECKING EVERYTHING

- ☐ Read this handbook cover to cover.
- ☐ Evaluate yourself and the job market.
- ☐ Decide what kind of job you want.
- ☐ Get a social insurance card and bring it to interviews.
- ☐ Type your résumé and have copies made.

- ☐ Let your friends and relatives know that you are looking for a job.
- ☐ Read the want ads.
- ☐ Send application letters even to companies that have not advertised for help.
- ☐ Visit employment centres and check their bulletin boards.
- ☐ Phone people you'd like to work for and ask for interviews.
- ☐ Visit people, if it seems more appropriate, and let them know you'd like to work for them.
- ☐ Prepare yourself thoroughly for interviews.
- ☐ Know something about the organization.
- ☐ Write thank-you notes if appropriate.
- ☐ Keep an up-to-date journal of your job search.
- ☐ Prepare yourself for rejection.
- ☐ Persevere.



APPLICATION FORMS

You will often be asked to fill out an application form when you attend an interview. The information required on the application is very similar to that on a résumé. However, also be prepared to answer some additional questions.

Following are some of the more common questions that may be asked:

Legal eligibility to work in Canada.

Type of employment desired: Full-time. Part-time. Temporary. Summer. Co-op.

Alternate person to contact and telephone number.

Present or previous salary.

Salary desired.

Willingness to work shifts, overtime, weekends.

Willingness to work in other parts of Canada/other countries. Geographic location(s) preferred.

Driver's licence. Class of licence.

Ownership of car. Willingness to use the car on company business.

Languages. Spoken/written.

Conviction of a criminal offence that has not been pardoned.

Typing speed. Shorthand speed. Word processing proficiency. Other business machines operated.

Possession of a provincial trade card.

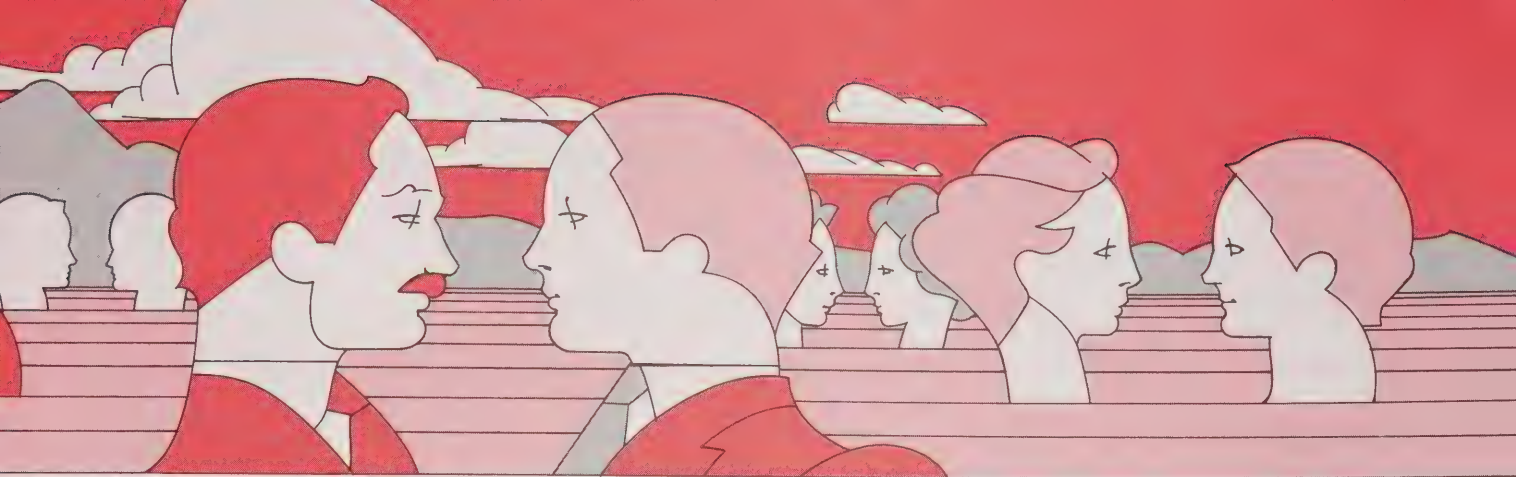
How did you find out about the job? Classified advertisement? Employment agency? Campus recruiting? Referral? Other?

Type of work or position desired, i.e. secretary, accountant, computer programmer.

Previous employment with the company.

Date you could start employment.

Ensure that you carry all information such as your driver's licence and social insurance card to all interviews in case you are asked to complete a form while you are there.



MAKING THE MOST OF IT

Congratulations, the job is yours! Now you must work hard to keep that job and make it work for you.

There are many adjustments to be made when shifting from school to work or from a part-time to full-time career. If you can anticipate what will be expected of you, and follow a few common sense guidelines, the transition will be easier.

ACCEPT RESPONSIBILITY: Be sure that you can handle the job you were hired to do. Have a perfect understanding of what your employer wants from you. Don't hesitate to ask questions. Go about your work in a conscientious, efficient manner. Fulfilling your duties should be your main concern.

BE PUNCTUAL: Make sure you arrive on time and stay as long as you should. When other people are depending on you, it's rude as well as inefficient to disappear or be late. To continually be absent is a sign to your employer that you are immature, irresponsible or incapable of handling your job. If you cannot come to work, phone immediately. If you must visit a doctor or dentist, try to schedule your appointment before or after work or during lunch time and let people know where you'll be.

GIVE 100%: Don't let your social life interfere with your work. Get enough rest so that you're not dragging yourself through the day. Keep your personal phone calls strictly to very important matters.

DRESS PROPERLY: The appropriate dress varies from job to job. Make sure you project an image that reflects well on you and your employer.

BE POSITIVE AND TOLERANT: Working with people can often be difficult. Try not to let touchy situations build into full-scale conflicts. Look at things from the point of view of your fellow workers and supervisors. Air any differences in a controlled, open-minded manner. Be prepared to accept criticism and to use other people's suggestions to improve your working habits. Keep in mind that you are part of a team in which each individual's success depends upon the efforts of everyone as a whole.

SHOW INITIATIVE: Once you're sure you can handle the task you're meant to perform, look for ways to improve the job you're doing. Make suggestions if appropriate and talk them over with your supervisor. Take an active interest in your job. Don't let it become a dull routine. Don't hesitate to work overtime or to lend a



hand in an area you don't normally cover. Showing initiative and cooperative spirit are the best ways to get promoted. However, if you are passed over for promotion, accept gracefully the fact that someone else had more seniority, was next in line, or deserved it more than you.

KEEP TRYING: Make yourself more valuable. Attend night school. Upgrade your skills through courses that may be offered by your firm. In some cases, an employer will pay for or help with your fees. Take advantage of this.

DEAL WITH STRESS: Pressures at work affect each individual differently. Where some work better and more creatively under stress, others may fall apart physically and mentally. If the strain of working starts to interfere with your performance, look for outlets. Lunch hour could be the perfect time for a long walk, swim or exercise class. Try to relax at night. Read, go to the movies, listen to music, take a hot bath. Take the time to analyze the problem and find a way to channel your nervous energy and frustrations into constructive efforts.

If, after a reasonable length of time, you feel your job is too much of a strain, seek out a friend, relative or career counsellor. Confide in that person and ask for advice. If you finally decide that your problems are insurmountable, start looking for another job. Upgrade your résumé and apply for every interesting position that's open.

LEAVE PROPERLY: No matter what your reason for leaving, give your employer two weeks notice. Finish as much of your work as possible and brief your co-workers about it. Leave a forwarding address and phone number. Before you go, ask your employer for a letter of reference—it will be useful in any future job searches.

Every job is an important phase in the evolution of your career. There is always something valuable to learn from each of these experiences. Try to maintain an objective outlook, recognizing the way in which you've grown. Use what you've learned to move ever closer to your ideal, the most fulfilling and rewarding job you can imagine for yourself.



CREATING A JOB

BEING YOUR OWN BOSS

When you're looking for a job and surveying all your options, you should also consider the option of starting your own business. Although it is more difficult and risky than working for someone else, the rewards and satisfaction can be far greater.

To be your own boss you will need dedication, some administrative skills and a good idea. Don't make an attempt with only one or two of these prerequisites. All three are absolutely necessary if you're going to succeed.

Assuming that you're willing to work harder for yourself than for anyone else, and you're willing to take on the management of your operation, you must next settle upon an idea. What kind of business will it be?

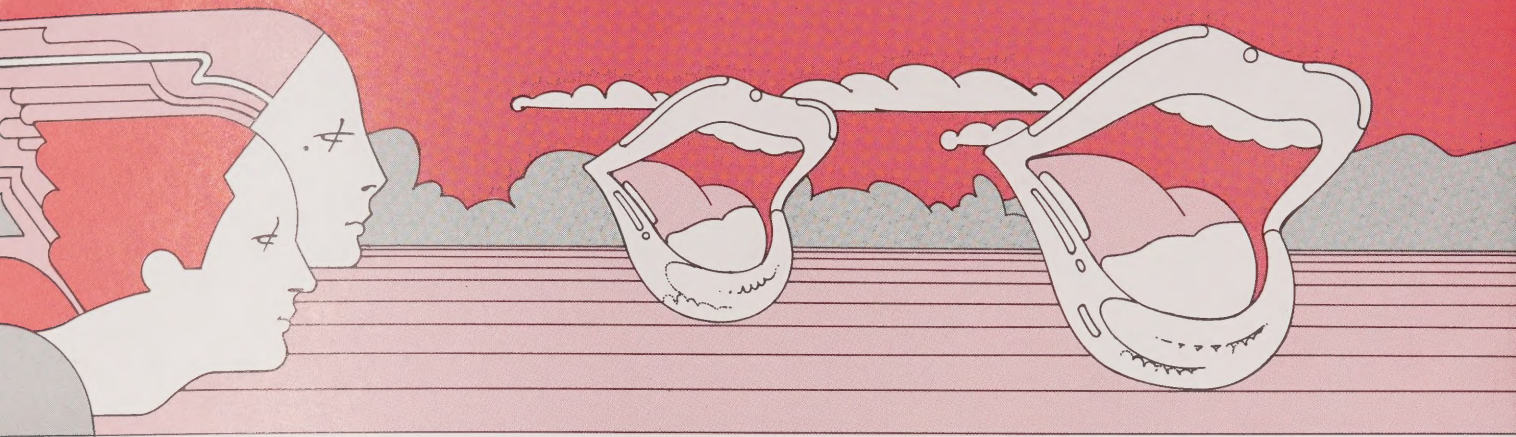
Make a list of all your talents and try to imagine how they could be used to provide a product or service that someone else would be willing to pay for.

Your next step is to take a market survey. Make inquiries and find out if there is a demand for your product or service. Competition may be a factor in deciding whether or not to operate in that neighbourhood.

Once you've decided on a project and a location, find out if there are any laws or zoning regulations that apply to what you want to do. You can get this information from your local Municipal Office or Chamber of Commerce. Remember, it's your responsibility to know the laws before you begin.

After you've checked all applicable laws, you must decide on how much money to spend on supplies and equipment. You must also decide on how much to charge for your product or service.

Keep your capital investment at a minimum. Try to borrow things like a typewriter from friends or relatives. If that's impossible, see if you can rent what you need on a monthly basis. You should consider investing in equipment only after you've shown a reasonable profit. Keep your risks at a minimum. After all, the idea is to make money, not incur debts and losses.



BORROWING MONEY

If you find you cannot get started without a loan, investigate getting a special loan. The Youth Start Up Capital Program is sponsored by the Ministry of Economic Development and Trade and operated locally through the Royal Bank of Canada and the Ontario Chamber of Commerce. There are two streams under Start Up:

1. Youth Venture Program offers interest-free loans of up to \$7500 to eligible youth who want to start a year-round business.
2. Student Venture Program offers interest-free loans of up to \$3000 for summer enterprises.

You can get further information by calling the OTAB Hotline at 1-800-387-5656.

You can find out about other loan programs and have some basic questions about starting a business answered by contacting the Ministry of Economic Development and Trade, Small Business Hotline at 1-800-567-2345 if you are calling from outside the Toronto area or 963-0050 if you are calling from the Toronto area.

You can also speak to the Loan Officer or Credit Manager at the Royal Bank or the Caisse Populaire. He or

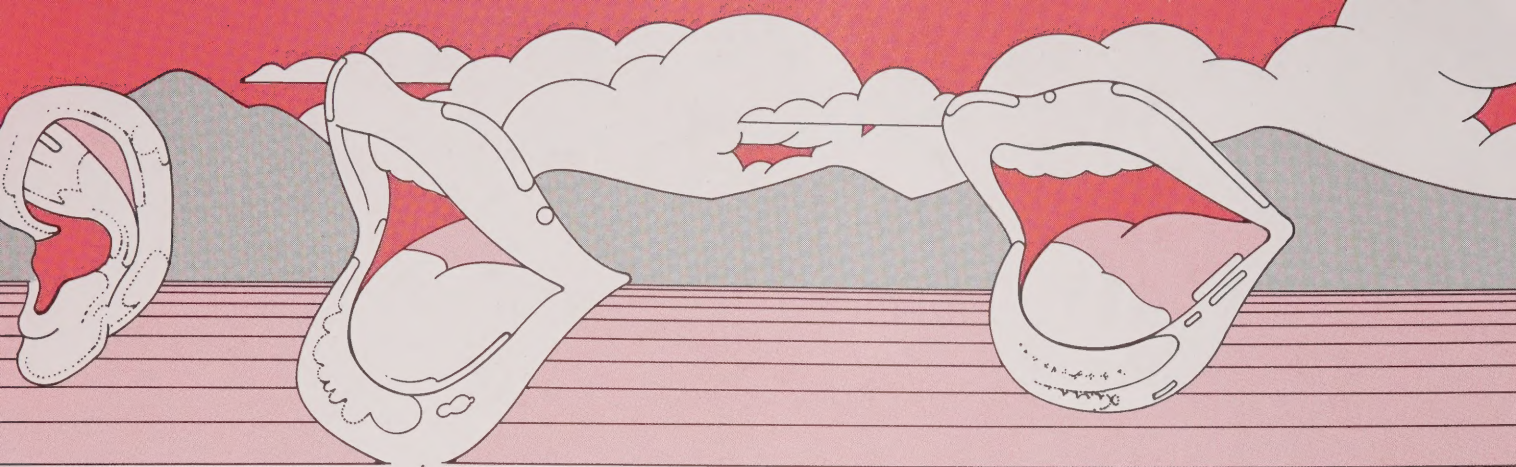
she will want to know about the product or service you will be offering, how much you'll be charging and how you intend to make a profit.

The next step is to decide what to charge for your product or service. Do some research. Gauge your market. Make enquiries about how much people would be willing to pay for what you have to offer. Find out what competitors are charging. If you plan to charge less, make sure you're not cutting your own throat by charging so little that you make almost no profit at all.

ADVERTISE YOURSELF

Now it's time to let people know you have something they need. There are many ways to advertise, but the best recommendation is word of mouth. Do a good job for someone, and you can be certain they'll tell other people. Do a shoddy job, and that news will certainly get around too. Protect your good reputation. Without it, you'll have no business at all.

Many promotional methods can be very inexpensive. A simple notice posted in supermarkets or delivered door-to-door can generate considerable sales.



If you are running an unusual small business, your local newspaper or radio station might be interested in doing a story. Don't be shy about approaching them.

KEEPING THE BOOKS

Keep an accurate record of your income and expenditures. This is the only way to determine whether or not you are making a worthwhile profit.

Open a special bank account. Your passbook and statements will provide another record of how well you're doing.

If you have an organized system, it will tell you the extent to which you're succeeding or not. It will also come in handy if you need a record for income tax.

ENSURING SUCCESS

- ☐ Be prepared to work harder for yourself than for anyone else.
- ☐ Identify a marketable skill or product.
- ☐ Canvass your market area to make sure there is a demand for it.
- ☐ Check your Municipal Office, Chamber of Commerce and Board of Trade to learn all the laws and restrictions.

- ☐ Obtain the right equipment and supplies at the lowest possible cost.
- ☐ Borrow money only if it's absolutely necessary.
- ☐ Advertise.
- ☐ Be sure you're covered by insurance if you need it.
- ☐ Use written contracts.
- ☐ Promise only the work you are capable of delivering on time.
- ☐ Be polite and punctual. In short, protect your reputation.
- ☐ Keep a ledger with accurate records.
- ☐ Open a bank account.
- ☐ Continually seek advice from all the sources available to you.

We hope this handbook has been useful to you. If you require any further information, please telephone the OTAB Hotline at 1-800-387-5656.

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COFAM

Ontario Training
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